

Navigating the world of AI tools

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Key AI terminology

Large Language Models (LLMs)

Tokens

Context window

The 7 Basic Use Cases of Generative AI

Content generation

Extraction

Summarization

Rewriting

Question answering

Classification

Synthesis



What tools can/should you use?

- Free vs paid – what are the trade offs and compromises?
- Data security/confidentiality issues
- IT/data policy
- What are you trying to achieve by using the tools?

Efficiency? Time saving? Insight?
Creativity?



What tools can/should you use?

- Free or freemium: Microsoft CoPilot (Bing Chat); Chat GPT 4o; Claude, Google Gemini (AI Studio), Perplexity, Notebook LM, Poe, etc

Paid: ChatGPT+, Claude, MS CoPilot,

- Team based: ChatGPT Team, Typing Mind

API based: OpenAI Playground, Claude, Google AI Studio, Typing Mind

Custom GPTs (and Poe bots)

AI app builders: Mind Studio, Zapier Central



Custom GPTs – the real game changer?



AI PR expert guide

An AI PR comms expert who will provide you with step by step guidance on how to use AI tools to support all aspects of PR and comms work including media relations, developing plans and social media management.

By Andrew Smith

My GPTs



Create a GPT Beta

Customize a version of ChatGPT for a specific purpose

Can you help me draft a press release?

Top tips for dealing with a journalist

What is the best way to go about developing a comms ...

Social media best practices



Message AI PR expert guide...



Prompt frameworks for LLMs

Overview of TRACI framework

Task - The general activity the LLM is being asked to perform

Role - The perspective or persona the LLM should adopt in generating the response

Audience - Who the response is intended for

Create - The format or medium of the requested output

Intent - The underlying purpose or goal of the generated text

Free tools: structuredprompt.com, Claude, Google AI Studio





Any questions?